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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 4, 1950</u>			
Tuesday Sept. 5 12:30 P.M. Buffet	PREVIEW OF FASHIONS BY OLEG CASSINI  Jay Thorpe's press preview of Fall fashions, designed by Oleg Cassini. By invitation only. Publicity: Elaine Kanners, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled Sept. 5	RUSSEKS' SHOWING OF FALL AND WINTER SUITS BY MORRIS KRAUS ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 5 AT 2:00 P.M., HAS BEEN CANCELLED.		
Sept. 5	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Below).		
Tuesday Sept. 5 4:30 P.M. Cocktails	PRESS PARTY: DEBUT OF ENCORE SHOES  The Tailored Woman will present a press preview of its newly sponsored and adopted line of custom-tailored shoes for Fall and Winter. <u>Showing promptly at 4:30 P.M.</u> Attendance strictly by invitation. Encore Shoe Publicity: Molly Appleby Baldwin, PL. 5-2500.	THE TAILORED WOMAN	5TH AVE. & 57TH ST.

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 5	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: NONA PARKE or SOPHIE SHONNARD	EL. 5-6800
Wednesday Sept. 6	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 7	<u>SAKS FIFTH AVE.</u> At 3:00 P.M. (Designed by Sophie)	611 FIFTH AVE.	PUBL.: FELICE MAIER	PL. 3-4000
Monday Sept. 11	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: SANNA BRODY	PL. 5-2600
Thursday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (American and French original designs, created especially for Elizabeth Arden, to be sold exclusively under the Elizabeth Arden label)	PUBL.: RASPONI ASSOC.	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 5	OPENING OF HOLIDAY COLLECTIONS Jack Herzog will present Moyen's collection of evening and cocktail fashions; and Chester Herzog will open the Holiday line of dusk-to-dawn and after-five cocktail dresses, designed by Julia Wourzell. Contact: LO. 5-0525.	JACK HERZOG & BRO. & DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOMS-9TH FLOOR
Wednesday Sept. 6 12:00 Noon Luncheon	HEARING AID DESIGNS AND FASHION SHOW Audivox will present a quarter century of progress in hearing aid designs, coordinated with fashions of the day. Attendance by invitation only. Publicity: Win Goulden, Benton & Bowles, MU. 8-1100.	AUDIVOX, INC.	SHERRY'S 300 PARK AVENUE
Wednesday Sept. 6 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Hairstyles: John Fonda of 57th St. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 6- Sept. 7 2:30 P.M.	INTRODUCTION OF NEW COSMETIC COLOR Helen Neushaefer will invite the press to a "Treasure Island Pirate Party" aboard her yacht, the "Kyma", to introduce her new cosmetic and nail polish color, "Treasure Island". Transportation will be provided from 41 Vanderbilt Avenue. Attendance by invitation only. For tickets, contact: Saul Krieg Associates, LU. 2-1815.	HELEN NEUSHAEFER (COLLEGE POINT, L.I.)	THE "KYMA" YACHT FLUSHING BOAT BASIN
Wednesday Sept. 6 5:00 P.M. Champagne	INTRODUCTION OF NEW EYE COSMETIC KIT Aziza's new product "Eye Duet", an eye cosmetic kit, will be introduced at a champagne party for beauty editors at the home of Richard Sussman, president of the firm. Attendance by invitation only. Publicity: Helen Wyle, Wyle Associates, Inc., PL. 7-0680.	AZIZA EYE COSMETICS (18 EAST 49TH STREET)	430 EAST 86TH STREET APARTMENT 10-F
Sept. 6	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		
Wednesday Sept. 6- Sept. 7	SEMI-ANNUAL LEATHER SHOW Contact: Tanners' Council, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
Thursday Sept. 7 9:15 A.M. Breakfast	PRESS PREVIEW OF FABRIC FAIR Preview of Macy's Fabric Fair "Dreams of Women" for the daily and trade press. On Monday, Sept. 11 at 9:00 A.M., the magazine editors will preview the fair in the Fabric Center, 6th Floor, to be followed by a buffet breakfast in the Executive Dining Room, 13th Floor. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 7 4:30 P.M. Champagne	THIRD ANNUAL SHOWING OF "PACKAGE FROM PARIS" The third annual showing of new Fall French millinery and dresses, flown here by Air France, will be presented by G. Howard Hodge for the benefit of the foundation for needy children of Ville de Compiègne, France. Tickets: \$12.50. Show Producer and Coordinator: Vyvyan Donner, Fox Movietone News. Contact: G. Howard Hodge, LO. 4-0430.	G. HOWARD HODGE (1 WEST 39TH ST.)	HOTEL PLAZA GRAND BALLROOM
Friday Sept. 8 10:00 A.M. Coffee; Brioche	PREVIEW OF HOLIDAY FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Holiday fashions for juniors to the press and trade. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Friday Sept. 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Press preview of Italian imported ready-to-wear originals, designed by Mme. Garnett, and made under her supervision in Rome. Also, custom-order coats, suits and dresses. By invitation only. Showing for customers <u>Wednesday, Sept. 13 at 2:30 P.M.</u> Contact: Dorothy Dunn, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Friday Sept. 8 12:15 P.M.	FRENCH COLLECTION AT PRESS PREVIEW Bergdorf Goodman's French collection of hats and dresses will be presented to the press. By invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday Sept. 8 3:00 P.M.	PREVIEW: PARIS-MADE HOLIDAY COLLECTION A presentation by Arnold & Fox of the Holiday collection of afternoon, cocktail, and evening dresses, made in Paris by Miguel Dorian, in "American fabrics for American women." Attendance by invitation only. Publicity: Pauline Greene, Lawrence Esmond Advg. Corp., MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Saturday Sept. 9 2:30 P.M.	SHOWING OF COATS MADE IN ISRAEL Gimbels will present a collection of woolen coats, designed and manufactured in Israel. Open to public. Publ.: Terry Mayer, LO. 5-1500.	GIMBELS	3RD FLOOR COAT DEPARTMENT
Monday Sept. 11	MACY'S PREVIEW OF FABRIC FAIR FOR MAGAZINE EDITORS ON MONDAY, SEPT. 11 AT 9:00 A.M. (See Page 2).		
Monday Sept. 11 10:00 A.M.	PRESS PREVIEW OF HOLIDAY COLLECTION A collection of Holiday fashions, designed for Surrey Classics by Esther Reifer, will be presented to the press. Attendance by invitation only. Continuous daily showings for the trade, beginning <u>Thursday, Sept. 14</u> . Publicity: Ruth Hammer Associates, EL. 5-7108.	SURREY CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Beginning Monday Sept. 11- Sept. 16 10:30 A.M.- 4:30 P.M.	SHOWING OF IRENE OF HOLLYWOOD FASHIONS Lord & Taylor will present the Irene of Hollywood Fall dress collection, beginning Monday, Sept. 11 through Saturday, Sept. 16, from 10:30 A.M. to 4:30 P.M. Press invited. Open to public. ( <u>Note Change of Date and Time</u> ). Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR COAT SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday Sept. 11 2:00 P.M.	FASHION SHOWING OF PARIS ORIGINALS New Paris Originals for Fall and Winter will be presented at a showing by Russeks. Gloves from Dawnelle. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Press preview of Cole of California swimsuits, sun dresses and beach ensembles for misses, teens and children. By invitation. Publicity: Margot Mallary, 2615 Fruitland Road, Los Angeles 58, California.	COLE OF CALIFORNIA	BEVERLY HILLS CALIFORNIA
Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Tuesday Sept. 12 10:00 A.M.	PARIS COLLECTION AT PRESS SHOWING Henri Bendel will invite the press to preview the collection of Paris fashions. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Tuesday Sept. 12 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND ST. SALON
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 11:00 A.M.	PRESS PREVIEW OF NEW COLLECTIONS Lilly Dache will present her head-to-toe collection for 1950, including hats, costumes, jewelry, gloves and hosiery. (Note Change of Time). Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Wednesday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Morris Hessell will present his Fall and Winter fur fashions for 1950-1951 to the press in the Shelburne Lounge. Fur accessories, including fur flowers, handbags and belts by Parisian designer, Mme. Claire Kaska. Luncheon will follow the show. Attendance by invitation only. Publicity: Clyde Matthews and Dick Randall, JU. 2-4390.	MORRIS HESSELL, INC. (231 WEST 29TH STREET)	HOTEL SHELBURNE LEX. AVE. & 37TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 14 9:30 A.M. Breakfast	PREVIEW OF 1951 SWIMSUITS & SUNCLOTHES New swimsuits and sunclothes fashions for the entire family will be presented at a breakfast for the press and trade by Jantzen Knitting Mills. Attendance by invitation only. Publicity: Natalie Bruere, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE
Thursday Sept. 14 10:00 A.M.	PRESS PREVIEW OF BRAND NAMES FASHIONS Gimbels will present fashions by brand name manufacturers to the press. Attendance by invitation. Public showing at 6:00 P.M. on the <u>3rd Floor</u> . Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR FASHION OFFICE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Esther Dorothy's press preview of her Fall and Winter, 1950-1951 fur collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON A presentation of Fall fashions by Saks 34th Street during luncheon. (Show scheduled on Thursday, because of Jewish holiday on Wednesday). Press by invitation. Public by reservation; contact: "Albert", head-waiter, EL. 5-3000. Saks 34th St. Publicity: Frances Eisner, IA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Monday Sept. 18 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY MILLINERY The press will be invited by Beatrice-Martin to preview cocktail, dinner and date hats for the new Holiday and Winter collections. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
Monday Sept. 18 12:30 P.M.- 5:00 P.M.	FUR FASHION PROMENADE AT OPENING OF BELMONT The Associated Fur Manufacturers will present fur fashions, designed for wearing to the races. Transportation will be provided for the press. Associated Fur Manufacturers Publicity: Eleanor Lambert, MU. 8-2130. Belmont Track Publicity: Charlotte Byrum, News Contacs, Inc., CO. 5-3166.	ASSOCIATED FUR MANUFACTURERS	BELMONT RACE TRACK QUEEN'S VILLAGE, L.I.
Monday Sept. 18 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present Fall and Winter fashions for tall girls during luncheon. (Showing on Monday because of Jewish holiday on Thursday, Sept. 21). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Newton Publicity: Donna Cannon, PL. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 18 2:00 P.M.	SHOWING OF NEW FUR FASHIONS Presentation of Russeks' Design Studio Furs. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	1ST FLOOR MINK ROOM
Week Of Sept. 18	"7TH ANNUAL ASSEMBLY OF FAMOUS FASHIONS" "Out Of This World"--Gimbels will hold the Seventh Annual Assembly of Famous Fashions, with morning and afternoon presentations of Fall collections. Show Producer and Director: Lester Gaba. Proceeds from the first day's events will be given to the Pension Foundation of the Philadelphia Orchestra. Tickets: \$5.00. Contact: Judy Colt, Pension Fund Office, Philadelphia, Rittenhouse 6-4222. Subsequent shows are open to public; free tickets available at Gimbels, Philadelphia. Publicity: Gertrude S. Mayers, Fashion Coordinator, Gimbels, Philadelphia, Pa.	GIMBEL BROTHERS	PHILADELPHIA PENNSYLVANIA
Tuesday Sept. 19 9:30 A.M. Breakfast	PRESENTATION OF LATE FALL MILLINERY Mary Goodfellow will invite the press to a breakfast showing of her Holiday, Resort and late Fall millinery. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Tuesday Sept. 19 10:30 A.M. Coffee	SHOWING OF FALL WOMEN'S FASHIONS The press will be invited to a showing of Roaman's Fall daytime and sportswear fashions for the larger woman. Showing at 11:00 A.M. Attendance by invitation only. Contact: Edward Lieb, WI. 7-6400.	ROAMAN'S (20 WEST 39TH STREET)	HOTEL ASTOR 8TH FLOOR
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING Carmel Snow, editor of "Harper's Bazaar", will report on French Fall collections. A representative group of highlights from the collection will be shown. Commentator: Laura Pyzel, a fashion editor of "Harper's Bazaar". Chairman: Eleanor W. Howard. Price ( <u>Note Change For This Luncheon Only</u> ): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Sept. 19 2:30 P.M.	PRESENTATION OF FALL FASHIONS Martin's will present Fall fashions including coats, suits and dresses. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Tuesday Sept. 19 5:00 P.M. Cocktails	PRESS RECEPTION FOR FOR M. ROBERT RICCI Jacqueline Cochran will invite the press to a cocktail party and reception for M. Robert Ricci of Nina Ricci, Paris, couturier and perfume manufacturer. By invitation. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	PLACE TO BE ANNOUNCED
Wednesday Sept. 20 11:00 A.M.	PRESS PREVIEW OF FALL CUSTOM COLLECTION Eulalie will present her Fall collection of custom fashions for day and evening wear; also new wedding gowns. Attendance by invitation only. Publicity: Frank Chapman, TE. 8-8950.	EULALIE (131 EAST 70TH ST.)	SHERRY-NETHERLAND CHANTECLAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON  Luncheon show by Arnold Constable, presenting Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION  Lord & Taylor will present Jacques Fath's dress and suit collection for Fall and Winter, designed in America by Jacques Fath, for Joseph Halpert (dresses); and George Carmel (suits). Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Wednesday Sept. 20 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CATALINA SWIM FASHIONS FOR 1951  "Catalina Caribbean Holiday"--a presentation of swimsuit fashions for 1951 for men, women and children, at a cocktail party for the press. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	STORK CLUB 3 EAST 53RD STREET
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Monday Sept. 25 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING  Showing of Fall fashions by Gimbels during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Terry Mayer, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:30 P.M.	TENTH FASHION TRAINING COURSE  Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Chmn.: Helen Faith Keane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING  Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Tuesday Sept. 26 12:00 Noon Luncheon	FALL AND WINTER MILLINERY COLLECTION  "Las Sombreros de Manana"--Cesar Rubio's millinery collection, designed for the late Fall and Winter social season. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS  A presentation of Fall custom-order suits and coats by Knize for the press at 10:00 A.M.; for customers at 3:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KNIZE, INC.	24 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 27 12:45 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW "Inspiration for Fall"--presentation of Mimi Pearce's morning, afternoon, and evening handknit fashions for Fall during luncheon. Shoes: J. & J. Slater. Hats: Peggy Corck. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Frank Martier will present a luncheon showing of his custom-order coats and suits; daytime, afternoon and evening fashions for Fall. Hats: Mr. John. Furs: Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Martier contact: JU. 2-4812. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	FRANK MARTIER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 27 2:30 P.M.	PRESS PREVIEW OF NEW BATHING SUITS Press showing of swimsuits for 1950-1951 by Rose Marie Reid of California. By invitation only. Contact: Winifred Chester, BR. 9-1974.	ROSE MARIE REID OF CALIFORNIA	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Sept. 27 4:00 P.M. Champagne	PRESS PREVIEW OF FUR COLLECTION Fall and Winter furs with advance 1951 styling will be presented to the press by Julius Green at a champagne cocktail party for the press. Showing promptly at 4:30 P.M. Attendance by invitation only. Show Coordinator and Publicity: Helen Faith Keane, LO. 5-7055.	JULIUS GREEN FUR CO.	330 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Thursday Sept. 28 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 28 2:30 P.M.	FIRA BENENSON FASHION SHOWING Lord & Taylor will invite the press and customers to a presentation of Fira Benenson's Fall and Winter dress collection. Attendance by invitation only. Publicity: Gloria Gary, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Monday Oct. 2 1:00 P.M. Luncheon	PRESENTATION OF FALL MILLINERY AT LUNCHEON Laddie Northridge will present his Fall and Holiday millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Northridge Publicity: Donna Cannon, PL. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Tuesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Daytime, afternoon and evening costumes for Fall, with hats and accessories, will be shown during luncheon by Callot Soeurs. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS (42 EAST 57TH ST.)	RITZ-CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 4 12:45 P.M. Luncheon	FALL SHOE FASHIONS AT LUNCHEON SHOWING  Fall shoe fashions by J. & J. Slater will be shown during luncheon. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. J. & J. Slater Contact: Kathleen Low, PL. 9-4805. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW  Irene of New York will present her Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Irene Publicity: Nona James, CH. 4-7658. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	IRENE OF NEW YORK	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 5 12:45 P.M. Luncheon	SPECIAL SHOWING: MEN'S AND WOMEN'S FASHIONS  "Mr. and Mrs. Fashion"--a special showing of Fall and Winter fashions for men and women. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Show Coordinator and Publ.: Richard Bernstein, PL. 8-1703. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	THE FASHION AUTHORITY FOR THE AMERICAN MALE	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS  A presentation of Stein & Blaine's coats, suits and dresses for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publicity: Betty Greenberg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW  Eve Tartar will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Tartar Contact: TR. 9-3355. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 2:30 P.M.	PRESS PREVIEW: SPRING AND RESORT COLLECTION  Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin, will be presented to the press. Attendance by invitation only. Publicity Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR

Beginning Monday Oct. 9	OPENINGS OF RESORT AND SPRING LINES  Resort, Cruise and Spring lines by members of the Sportswear Guild: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD  KANE-WEILL MUTUAL ROSENBLUM CHARLES W. NUDELMAN	INDIVIDUAL N.Y. SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW  Presentation of Russeks Fall fashions. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
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BALLET...MOVIES...TELEVISION...THEATRE

- Friday Sept. 1 PREMIERE: "THE BLACK ROSE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET Twentieth Century-Fox film set in the days of the Thirteenth Century, about a young man who ventures to the mysterious Far East for its treasures. Stars: Tyrone Power and Orson Welles. Producer: Louis D. Lighton. Director: Henry Hathaway. Wardrobe: Charles Le Maire and Michael Whittaker. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Friday Sept. 1 PREMIERE: "TEA FOR TWO" (Movie) STRAND THEATRE, B'WAY & 47TH STREET Warner Brothers' film about a singer-composer and a career-minded heiress who loses her fortune in the stock market crash. Stars: Doris Day and Gordon MacRae (who will appear on the stage). Producer: William Jacobs. Director: David Butler. Music: Vincent Youmans and Irving Caesar. Wardrobe: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday Sept. 5 10:00 A.M. TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4 Allied Kid Company will show how a shoe is designed and made according to the latest styles; also models will be shown tracing the developments in footwear through the years. Publicity: Babs Doniger, PL. 3-1742.
- Beginning Sunday Sept. 10 OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST. The return engagement of the Sadler's Wells Ballet will consist of an extensive tour of thirty cities, starting in New York on September 10, and concluding in Toronto on January 20. Tickets on sale at Carnegie Hall box office only. No phone or mail orders. Publicity: Barry Hyams or Martin Feinstein, Hurok Attractions, PL. 9-6000.
- Monday Sept. 18 OPENING: "DAPHNE LAUREOLA" MUSIC BOX THEATRE, 235 WEST 45TH ST. Leland Hayward and Herman Shumlin in association with Sir Laurence Olivier will present James Bridie's play. Stars: Dame Edith Evans, Cecil Parker and Peter Williams. Director: Murray MacDonald. Settings: Roger Furse and Roger Ramsdell. Gowns for Dame Edith Evans: Molyneux. Shoes: Delman. Publicity: Leo Freedman, CH. 4-7250.
- Wednesday Sept. 20 PREMIERE: "THE SLEEPING CITY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Universal-International release of film, which was photographed entirely in New York City and deals with dope peddling. Stars: Richard Conte and Coleen Gray. Producer: Leonard Goldstein. Director: George Sherman. Publicity: Lowell Benedict, PL. 9-8000.
- Monday Sept. 25 OPENING: "AFFAIRS OF STATE" ROYALE THEATRE, 242 WEST 45TH STREET Richard Krakeur and Fred Finklehoffe will present Louis Verneuil's comedy starring Celeste Holm. Director: John Haggott. Settings: Paul Morrison. Costumes: Dorothy Jenkins. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Sept. 26 OPENING: "SOUTHERN EXPOSURE" BILTMORE THEATRE, 261 WEST 47TH ST. Margo Jones, Tod Adoue and Manning Gurian will present Owen Crump's comedy about a Yankee writer who joins the pilgrimage to Natchez, Miss., where ante-bellum homes have been opened for inspection. Star: Cameron Mitchell. Director: Margo Jones. Settings: Frederick Fox. Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday Sept. 27 OPENING: "BLACK CHIFFON" 48TH STREET THEATRE, 157 W. 48TH ST. John Wildberg will present the English play "Black Chiffon" by Lesley Storm. Stars: Flora Robson. Director: Charles Hickman. Setting: Larry Eggleton. Wardrobe: Molyneux. Publicity: Harry Davies, LO. 5-5982.